

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| In re Application of:                     | ) |                             |
|   | ) |                             |
| Elliot A. Gottfurcht                      | ) | Examiner: CHAMPAGNE, DONALD |
|   | ) |                             |
| Serial No. 10/646,066                     | ) | Art Group: 3622             |
|   | ) |                             |
| Filed: August 21, 2003                    | ) |                             |
|   | ) |                             |
| For: Method to Generate Advertising       | ) |                             |
| <u>Revenue Based on Time and Location</u> | ) |                             |

Mail Stop Amendments  
Commissioner for Patents  
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Alexandria, VA 22313-1450

**AMENDMENT AND RESPONSE TO OFFICE ACTION**

In response to the Notice of Non Compliant Amendment mailed January 25, 2008, the Final Office Action mailed May 11, 2007 and Examiner's Answer mailed August 20, 2007, submitted herewith, and in connection with the above referenced patent application, the Applicant respectfully requests reconsideration in view of the following amendments and remarks.